This note provides information about how the Entity determines fair values of various financial assets and financial liabilities.

a. Fair value of the Entity's financial assets and financial liabilities that are measured at fair value on a recurring basis

Some of the Entity's financial assets and financial liabilities are measured at fair value at the end of each reporting period. The following table gives information about how the fair values of these financial assets and financial liabilities are determined (in particular, the valuation technique(s) and inputs used).

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| Financial assets /financial liabilities | 31/12/15 | Fair value as of 31/12/14 | 31/12/13 | Fair value hierarchy | Valuation technique(s) and key input(s) | Significant unobservable input(s) | Relationship of unobservable inputs to fair value | |
|---|----------------------------|------------------------------|------------------------------|-------------------------|---|--|--|--|
| 1) Foreign currency forward contracts (see Note 13) (i) | Liabilities - \$75,085 | Liabilities - \$32,220 | Assets - \$9,046 | Level 2 | Discounted cash flow. Future cash flows are estimated based on forward exchange rates (from observable forward exchange rates at the end of the reporting period) and contract forward rates, discounted at a rate that reflects the credit risk of various counterparties. | N/A | N/A | |
| 2) Interest rate swaps, copper and aluminum shopping cart (see Note 13) ⁽ⁱ⁾ | Liabilities - \$136,812 | Liabilities - \$424,944 | Assets - \$576,467 | Level 2 | Discounted cash flow. | N/A | N/A | |
| 3) Contingent liability from the sale of PMM (see Notes 16c and 20) | - | Liabilities - \$1,669,305 | Liabilities - \$1,297,021 | Level 3 | The value of the transaction will be computed by considering the PMM's average EBITDA of three fiscal years of PMM including the year of sale. | 2012-2014 average EBITDA \$378,475 | 2012-2014 average EBITDA \$385,842 | |

- Represents financial instruments that are measured at fair value after initial recognition, grouped into levels ranging from 1 to 3 based on the degree to which the fair value is observed, and these Level 2 indicators derived from other than quoted prices, but including indicators that are observable for the asset or liability either directly or indirectly quoted prices that is arising from these market rates for the years ended December 31, 2015, 2014 and 2013, there were no transfers between levels, those years corresponded to Level 2.
- b. Fair value of financial assets and financial liabilities that are not measured at fair value on a recurring basis (but fair value disclosures are required)

The fair value of financial instruments presented below has been determined by the Entity using available market information or other valuation techniques that require judgment in developing and interpreting the estimates of fair values also makes assumptions that are based on market conditions existing at each of the dates of the consolidated statement of financial position. Consequently, the estimated amounts presented are not necessarily indicative of the amounts the Entity could realize in a current market exchange. The use of different assumptions and / or estimation methods may have a material effect on the estimated fair value amounts.

The amounts of cash and cash equivalents of the Entity, as well as accounts receivable and payable to third parties and related parties, and the current portion of loans from financial institutions approximate their fair value because they short-term maturities. The long-term debt of the Entity is recorded at amortized cost and bears interest at fixed and variable rates that are related to market indicators.

To obtain and disclose the fair value of long-term debt quoted market prices or quotations for similar instruments operators are used. To determine the fair value of financial instruments using other techniques such as estimated cash flows, considering the flow dates of market intertemporal curves and discounting these flows with rates that reflect the risk of the counterparty and the risk of the Entity for the reference period.

The fair value of interest rate swaps is calculated as the present value of estimated net cash flows in the future. The fair value of currency futures is determined using quoted forward exchange rates at the date of consolidated statement of financial position.

The carrying amounts of financial instruments by category and their estimated fair values are as follows:

| | December 31, 2015 | | | | December 31, 2014 | | | | December 31, 2013 | |
|--|-------------------|-----------------|----|-------------|-------------------|---------------|----|-------------|-------------------|---------------|
| | C | arrying amounts | | Fair value | Carı | rying amounts | | Fair value | Carrying amount | s Fair value |
| Financial assets: | | | | | | | | | | |
| Cash and cash equivalents | \$ | 8,070,330 | \$ | 8,070,330 | \$ | 7,777,439 | \$ | 7,777,439 | \$ 6,898,520 | \$ 6,898,520 |
| Instruments available-for-sale: | | | | | | | | | | |
| Fixed-term securities | | 2,692,010 | | 2,692,010 | | 6,313,231 | | 6,313,231 | 3,654,983 | 3,654,983 |
| Loans and receivables: | | | | | | | | | | |
| Accounts receivable in the short and long-terms | | 20,611,982 | | 20,784,093 | | 18,482,150 | | 19,011,098 | 21,479,049 | 22,157,275 |
| Due to related parties | | 3,436,079 | | 3,436,079 | | 2,672,542 | | 2,672,542 | 3,813,538 | 3,813,538 |
| Accounts and notes payable: | | | | | | | | | | |
| Notes payable to financial institutions including | | | | | | | | | | |
| current portion of long-term debt and others | | (2,411,636) | | (2,411,636) | | (2,720,326) | | (2,720,326) | (3,882,871) | (3,879,508 |
| Debt securities | | (5,000,000) | | (4,994,700) | | (5,000,000) | | (4,993,588) | (5,000,000) | (4,999,951 |
| Trade accounts payable | | (8,399,593) | | (8,399,593) | | (8,535,817) | | (8,535,817) | (9,086,008) | (9,086,008 |
| Due to related parties | | (483,721) | | (483,721) | | (434,740) | | (434,740) | (1,211,660) | (1,211,660 |
| Other accounts payable and accrued liabilities | | (2,205,254) | | (2,205,254) | | (1,100,863) | | (1,100,863) | (158,672) | (158,672 |
| Long-term provisions and the fair value adjustment | | | | | | | | | | |
| on the sale of PMM | | - | | - | | (1,669,305) | | (1,669,305) | (1,297,021) | (1,297,021 |
| Total | \$ | 16,310,197 | \$ | 16,487,608 | \$ | 15,784,311 | \$ | 16,319,671 | \$ 15,209,858 | \$ 15,891,496 |

The fair values shown at December 31, 2015, 2014 and 2013, except for the receivables from retail customers and debt securities approximate their carrying value because the values observed in the market are very similar to those recorded in these periods.